DISTRUST dealers who try to substitute inferior inks. **Remember** that substitution is practised because inferior articles allow exorbitant profits.

Ridicule the excuses, "out of stock," or "just as good," and - buy elsewhere. Insist on having





# **Ten Years' Growth**

The measure of a Company's prosper-ity is its steady growth, along safe lines, at a moderate outlay for exlines, at a moderate penses of management.



fills the bill in these respects, its having expenses for many years having been much lower than any of its competitors while its growth for the past ten years has been abundantly satisfactory in every department of its business.

Year	Income	Assets	Surplus	Business in Force
1897 1907	* 819,980 2,243,570	$\begin{array}{c} \$ & 3,730,777 \\ 11,656,410 \end{array}$	\$ 218,140 1,503,719	\$ 21,487,181 51,091,848
HE	AD OFFIC	E	WATERL	.00, ONT.

#### In answering advertisements mention Canadian Courie

# THE Canadian Courier Gilber

#### A NATIONAL WEEKLY

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### PUBLISHER'S TALK

THE magazines are beginning to take on a festive air with wreaths of holly and branches of mistletoe, while the "Courier" is to give its readers a liberal serving of Christmas fare. "A Sack of Plum-Pudding" by Hopkins Moorhouse is a story of the cheery traditional sort, of which the Canadian rights have been secured. It tells of a Christmas in the genuine North-far beyond the outposts of civilisation-in the Great Slave Lake district. The reader can fairly see the vast fields of white, on which the cold stars look down, and the two old factors who meet at the Christmas board. The other stories will be contributed by Mrs. Jean Blewett and Mrs. Mead.

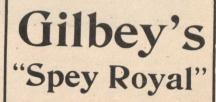
THERE will be a Santa Claus cover of right radiant sort, with the Saint of the Season coming over the hill. This is the work of a Canadian artist, Mr. R. E. Johnson, who contributed the popular "Thanksgiving" cover.

VERNA SHEARD will contribute an exceptionally strong poem. Mrs. Sheard has done well with both stories and verse, and it is yet undecided which shall add most to her reputation. As a piece of literature, this is one of the best and most ambitious productions of the year.





from the finest materials.



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